Glen Oaks Community College

Management/Marketing Certificate

The Marketing Certificate will prepare the student for entry-level positions in marketing for all types of businesses. The program will familiarize the student with the skills needed for understanding the effects of marketing on an organization. Areas of study will include advertising, promotions, market research, retailing, and forecasting.

Required Coursework (minimum 26 credit hours)

BAA 111	Principles of Accounting*	4 Credits
BAC 111	Contemporary Business & Technical Communications*	4 Credits
BAD 251	Introduction to Marketing*	3 Credits
BAM 100	Introduction to Business	3 Credits
BAM 101	College Skills & Portfolio Writing	3 Credits
BAM 103	Business Math* **OR**	3 Credits
NSM 117	Finite Math*	4 Credits
EDP 101	Introduction to Computers & Software	4 Credits

Electives (6 hours required)

BAD 151	Fundamentals of Selling	3 Credits
BAD 153	Advertising	3 Credits
BAD 152	Principles of Retailing	3 Credits
BAM 205	Business Statistics*	3 Credits
BAM 245	E-Commerce*	3 Credits
	Minimum Hours Required	30 Credits

*Course has a prerequisite

Effective: Fall 2011

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